Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently amended) A computer-implemented method comprising:

scanning content of a source page expressed in a mark-up language in which a component is to be inserted;

inferring a profile from the scanned content, the profile comprising a format of the scanned content and topical characteristics of the scanned content; and

generating a finished page that includes the content component adapted and inserted into the finished page according to the profile.

2. (Original) The method of claim 1 wherein the mark-up language is HyperText Markup Language (HTML).

3. (Original) The method of claim 1 wherein the content comprises contextual material including topical, geographical, temporal and semantic characteristics.

4. (Original) The method of claim 1 wherein the component comprises syndicated services including message boards, chat rooms, file exchanges, link exchanges, E-commerce and auctions.

5. (Original) The method of claim 1 wherein the component comprises syndicated content including news feeds, weather information, stock information, road maps, pictures, video, audio and text.

Claim 6 (Canceled).

7. (Original) The method of claim 1 wherein the component comprises embedded elements.

8. (Original) The method of claim 7 wherein the embedded elements comprise in-situ syndicated textual or multimedia material shown within a context of the web page.

9. (Original) The method of claim 1 wherein generating comprises script insertion.

10. (Original) The method of claim 1 wherein generating comprises inserting frames.

11. (Previously amended) The method of claim 1 wherein generating comprises inserting interior frames.

12. (Original) The method of claim 1 wherein generating comprises inserting layers.

13. (Original) The method of claim 1 wherein generating comprises inserting applets.

14. (Original) The method of claim 1 wherein generating comprises inserting active-x controls.

15. (Original) The method of claim 1 wherein generating comprises inserting plugins.

16. (Original) The method of claim 1 wherein generating comprises inserting Java code.

17. (Original) The method of claim 7 wherein the embedded elements comprise standalone elements.

18. (Original) The method of claim 17 wherein the standalone elements comprise syndicated textual or multimedia material shown within its own context in a browser window, dialog window and pop-up window.

19. (Original) The method of claim 1 wherein scanning comprises:

analyzing a site format of the content;

analyzing a site content of the content; and

saving the site format and the site content as the profile.

20. (Original) The method of claim 19 wherein the profile is utilized as a filter.

21. (Previously presented) The method of claim 20 wherein generating the finished page comprises utilizing the profile in real-time each time a component is displayed to a user.

22. (Currently amended) The method of claim ~~20~~ 21 wherein utilizing ~~serving~~ comprises:

checking the web page for updates; and

updating the profile in response to checking.

23. (Previously presented) The method of claim 22 wherein checking comprises comparing pairs of expiry information, last modified dates, cyclic redundancy codes (CRCs) or MD5s, algorithms used to verify data integrity through the creation of a 128-bit message digest from data input.

24. (Currently amended) A computer program stored on a computer readable-medium, the computer program comprising instructions that cause a computer to:

scan content of a web page in which a web component is to be inserted;

generate a profile from the scanned content, the profile comprising a format of the scanned content and topical characteristics of the scanned content; and

insert ~~serve~~ the web component in the web page according to the profile.

25. (Original) The computer program of claim 24 wherein the web page and the component comprise HyperText Markup Language (HTML).

26. (Original) The computer program of claim 24 wherein the content wherein content comprises contextual material including topical, geographical, temporal and semantic characteristics.

27. (Original) The computer program of claim 24 wherein the component comprises syndicated services including message boards, chat rooms, file exchanges, link exchanges, E-commerce and auctions.

28. (Original) The computer program of claim 24 wherein the component comprises syndicated content including news feeds, weather information, stock information, road maps, pictures, video, audio and text.

29. (Currently amended) An apparatus comprising:

a memory that stores executable instructions; and

a processor that executes the instructions to:

scan content of a web page in which a web component is to be inserted;

generate a profile from the scanned content, the profile comprising a format of the scanned content and topical characteristics of the scanned content;

store the profile;

serve the web component in the web page according to the profile;

update the profile; and

update the web component.